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23 April 1952

Mr. Malcolm A. Frost
Head, BBC Monitoring Service
Government Park
Reading, England

Dear Malcolm:

It is with considerable pleasure that we have received and reviewed the first samples of Soviet Baltic regional coverage from your exploratory team, and it is with satisfaction we note that not only is something being done to close this very challenging gap, but also that something significant can apparently be achieved if the mechanics of the problem can be solved.

It is gratifying to discover from the relatively small sample at hand that the range of effective coverage extends from Kaliningrad to Petrozavodsk, and that the span of coverage (at least for a substantial portion of the year) apparently includes daylight-path reception as well as night-path reception, offering a broad selection of programs and a more efficient distribution of monitoring assignments.

As regards the nature of the sample, little in the way of a significant evaluation can be offered without more perspective on the relationship of it to the whole available from the area over a period of time. There does ~~seem~~ to be less specific economic data and less concretely applicable material of other types than perhaps a similar quantity of Kyrenia coverage yields. But in weighing this against the requirements of the several principal consumers, this would be a minor consideration, as their most pressing need is for a comprehensive (in the usual categories) and systematic sampling of the area's broadcast output regardless of its intrinsic worth or superficial utility. For them, incidentally, its usefulness and effectiveness is multiplied in direct proportion to the degree to which the coverage is accomplished in the indigenous languages of the area.

We therefore anticipate with considerable interest the further reports of the BBC on the progress and development of this project.

Sincerely,

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Chief, London B - 1
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